A6225-2

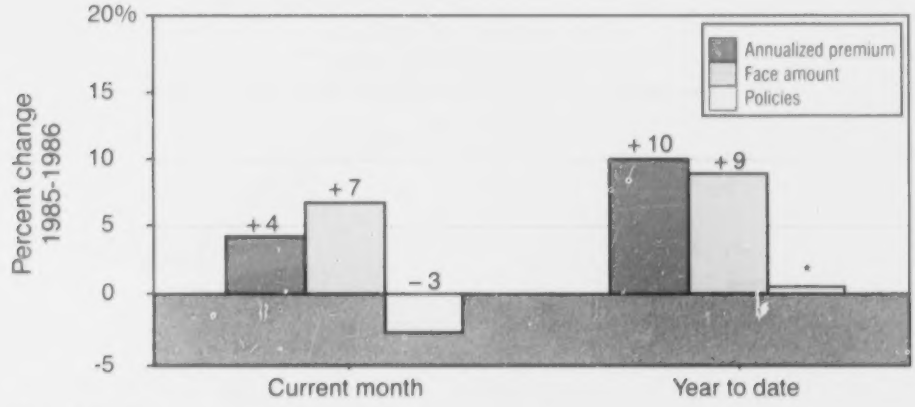
I/R Code 47.40

October 1986

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 34 Companies

Comparisons with Last Year

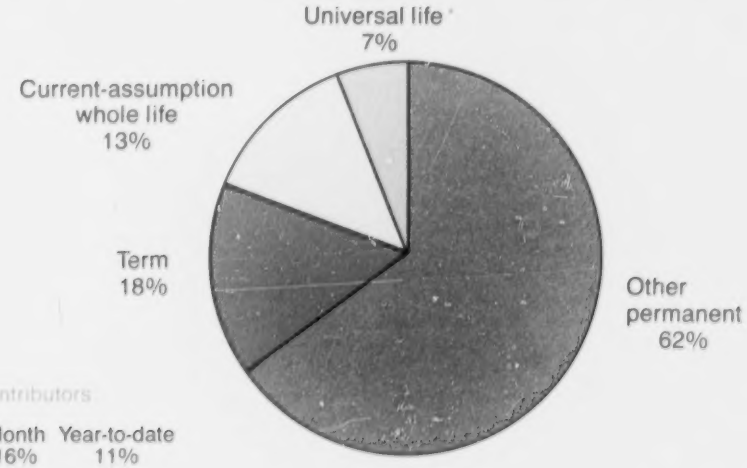


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

Year to Date – 14 Companies Representing 42 Percent of Contributors' Sales



*UL market share for 34 contributors

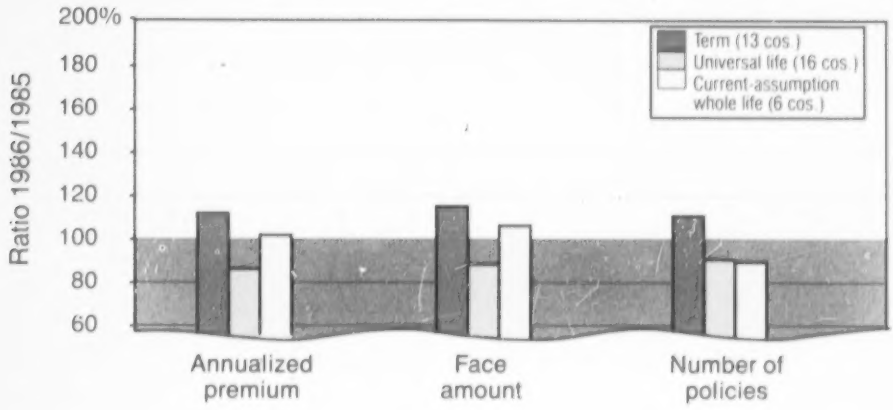
	Month	Year-to-date
Annualized premium	16%	11%
Face amount	12%	10%
Number of policies	12%	8%

LIMRA INTERNATIONAL

Profit from our research.

Individual Products (cont.)

Comparisons with Last Year – Year to Date

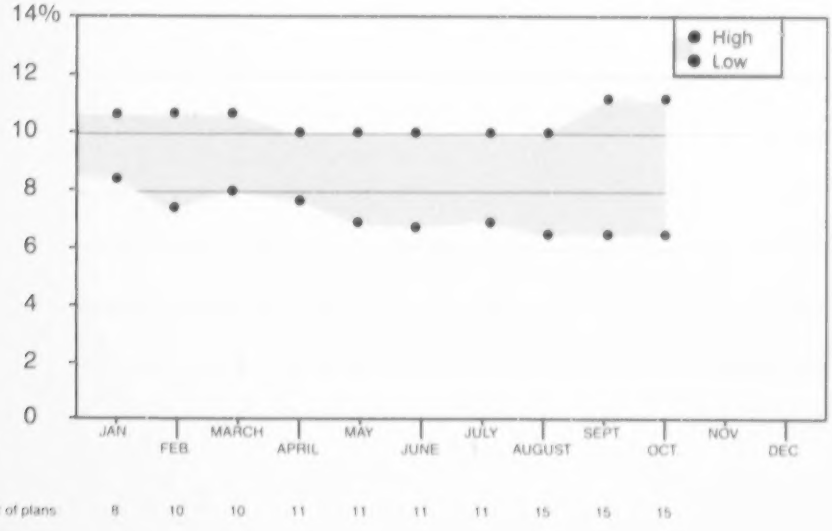


Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term* (13 cos.)	Month	$2.90	$135,399	$393
	Year to date	$3.21	$130,836	$419
	Year-to-date ratio	96%	106%	101%
Universal life (16 cos.)	Month	$9.20	$ 73,389	$676
	Year to date	$8.60	$ 81,332	$699
	Year-to-date ratio	96%	96%	92%
Current-assumption whole life (6 cos.)	Month	$4.55	$ 70,253	$319
	Year to date	$4.46	$ 70,776	$315
	Year-to-date ratio	95%	117%	112%
Total sales (34 cos.)	Month	$7.27	$ 70,195	$510
	Year to date	$7.32	$ 69,744	$510
	Year-to-date ratio	101%	108%	109%

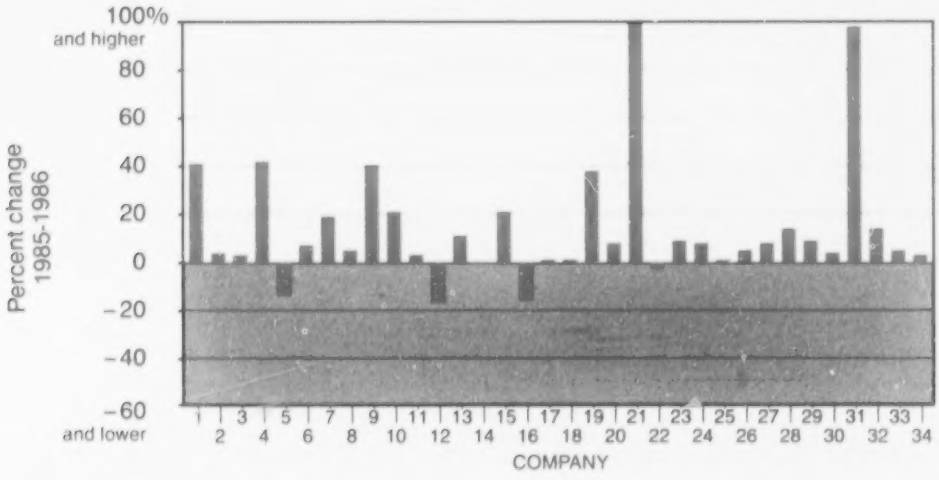
*Includes "permanent term" (or "term to 100") plans for two companies

1986 Universal Life Interest Rate Range



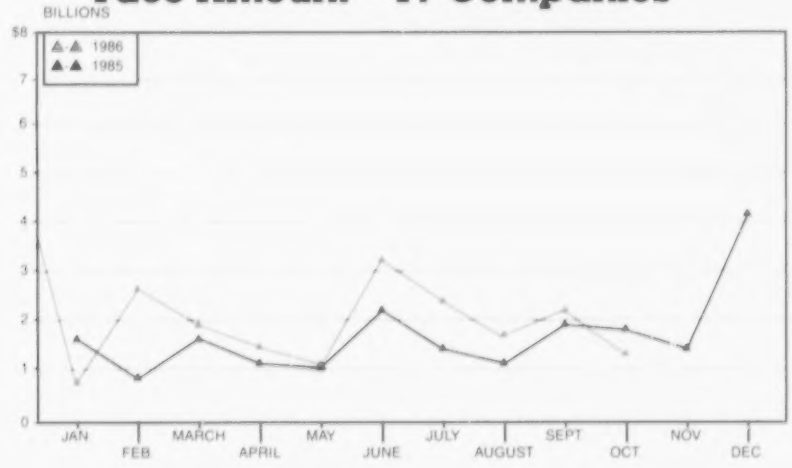
Growth Rates by Company

Annualized Premium Growth – Year to Date

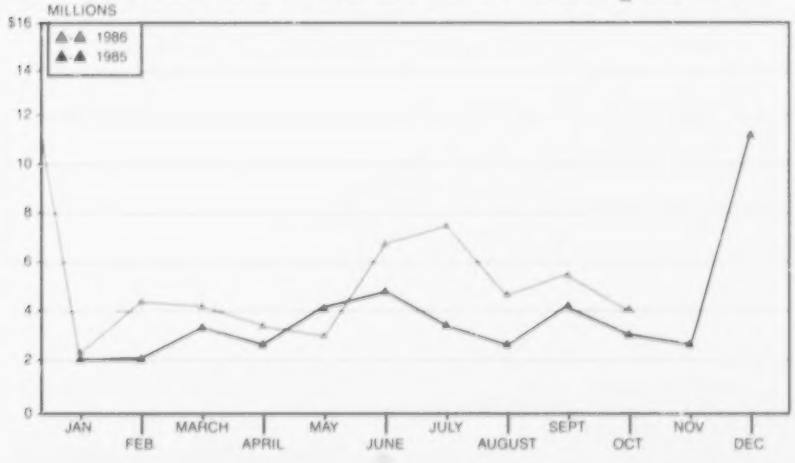


Group Sales

Face Amount – 17 Companies



Annualized Premium – 11 Companies



October Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1985	1986	1985	1986	1985	1986
Ordinary						
Month	$ 44,420	$ 46,379	$ 5,966,034	$ 6,378,759	93,286	90,872
Year to date	$361,057	$396,104	$49,771,113	$54,121,477	772,146	775,998
Group						
Month	$ 3,222	$ 4,159	$ 1,941,277	$ 1,327,100	–	–
Year to date	$ 33,968	$ 46,037	$15,674,729	$19,370,992	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 34 companies plus four subsidiary companies operating in Canada. The contributors represent 76 percent of the 1984 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 17 companies operating in Canada. The contributors represent 60 percent of the 1984 Canadian volume of new or amended group contracts.

Contact: Elaine F. Tumicki, CLU, project director
Joy I. Hansen
Darlene A. Schnittker
—Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Ætna Canada
Alliance Mutuelle*
Allstate Life of Canada
Assumption Mutual Life
L'Assurance-Vie Desjardins
Canada Life*
Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*
Imperial Life of Canada*
Industrial Life (Canada)*†
(includes North West Life of Canada)
La Laurentienne
London Life*
Manufacturers Life†
Metropolitan Life*
(includes Metropolitan Life of Canada)
MONY Life of Canada
Mutual Life of Canada*†
National Life of Canada*
New York Life*†
(includes New York Life of Canada)
North American Life (Canada)
Prudential of England*†
(includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)†
(includes Royal Life of Canada)
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life*
(includes Transamerica Life of Canada)
Travelers Life of Canada†
L'Union-Vie†
Zurich Life of Canada

*Company contributes both ordinary and group data.
Companies contributing group data only: Ætna-Vie and Ætna Life
†Company is included in product market share chart

Copyright © 1986

Printed in U.S.A.